

Issues Report

Third Quarter 2008

WOOD TV8- Grand Rapids, MI:

WOOD TV8- Grand Rapids, MI

WOGC-CA- Grand Rapids, MI

Description of programming providing the most significant
treatment of community issues



WOOD TV8 Quarterly Issues Report

July – September 2008

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00 A.M.	Saturday and Sunday	6:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 at 11:00	Saturday and Sunday	11:00 - 11:30 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

“Connecting with Community” is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs Monday through Friday during News 8 at Noon, and during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays.

WOOD TV8 is simulated in it entirely on WOGC-CA, Grand Rapids, MI.

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| • NBC Nightly News | Monday – Friday | 6:30 - 7:00 P.M. |
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This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

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| • TODAY | Monday – Friday | 7:00 - 9:00 A.M. |
| • TODAY | Saturday | 8:00 - 10:00 A.M. |
| • TODAY | Sunday | 8:00 - 9:00 A.M. |

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Tuesday 10:00 - 11:00 P.M.
- Dateline NBC Friday 9:00 - 10:00 P.M.
- Dateline NBC Sunday 7:00-8:00 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: July 29
Length: 1:30
Summary: Higher gas prices and more joblessness equals fewer resources to help kids in need get ready to go back to school. A group of churches and community organizations step up to help in the lakeshore community of Muskegon which has a large number of kids living in or near poverty. Back to School supply giveaways were held throughout the region to make sure kids were equipped and ready to learn this fall.

2. Program: 24 Hour News 8 at 6:00pm
Date Aired: August 6
Length: 1:30
Summary: Michigan's Governor Granholm puts money where her promises were by making financial commitments to education at all levels in this year's budget plan.

3. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: August 12
Length: 1:21
Summary: The Urban Institute for Contemporary Arts has a program called Artworks in which they pair youth between the ages of 14 and 21 with mentors from the professional art world during the summer and school year. The students, mentors and professionals work together to solve community problems and create beauty for all to share.

4. Program: 24 Hour News 8 at 6:00pm
Date Aired: August 27
Length: 2:00
Summary: Kalamazoo ties with Flint at fifth in the nation of mid-sized cities with families living at or below the poverty line. The Kalamazoo Gospel Rescue Mission offered free backpacks and school supplies to kids whose families otherwise couldn't afford them. In Kalamazoo, kids are unique because they have the Promise, a dedicated fund to apply to college after high school graduation. Parents struggling now hope the Promise will help their kids have a brighter future.

5. Program: 24 Hour News 8 at 6:00pm
Date Aired: September 23
Length: 1:30
Summary: Unemployed and over fifty, area men and women go back to school to learn skills like welding to put them back in the manufacturing workforce. Programs at places like Grand Rapids Community College work to identify needs in area firms and train and educate workers to fill those needs.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 at 6pm; 24 Hour News 8 at Noon
Date Aired: July 13; July 16
Length: 1:30
Summary: The YMCA hosts "Fit Pits" at Maranda's Park Parties, which are free community events for kids and families. Four Park Parties are held in July in different communities where children may not otherwise get to enjoy a free day of games, activities, free food and fun. The YMCA offers exercise for kids at each of these events.
2. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: July 15
Length: 1:30
Summary: Advanced Eyecare Professionals offer free eye exams and glasses for those who are uninsured in Barry County. Professionals work with the Lyon's Clubs and other non-profit organizations to provide the equipment deemed necessary to help people of all ages see better.
3. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: August 1
Length: 1:25
Summary: The American Cancer Society is having a hoedown to help those with cancer. Their annual Cattle Barron's Ball is a fun, western themed event that raises money and awareness for cancer research and support.

4. Program: 24 Hour News 8 at 6pm
Date Aired: August 6
Length: 1:30
Summary: An eighteen-year-old recent high school graduate dies from cardiac arrest. A medical investigation concludes that she had a pulmonary embolism that developed following a fall that bruised her knee. People at high risk include those who are obese or smoke or have a family history of blood clots.

5. Program: 24 Hour News 8 at Daybreak, Noon, 5pm and 6pm
Date Aired: September 5
Length: :30 to 2:00
Summary: Stand Up To Cancer is a collaborative effort of ABC, NBC and CBS to air a special broadcast outlining the efforts underway across the country and around the world to fight cancer. On 24 Hour News 8, we brought in experts from local cancer research facilities to explain what's happening in West Michigan, created a segment featuring local cancer survivors to air within the program and reported about a local showing open to everyone of the broadcast at Gilda's Club, a local cancer support community.

Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: July 21
Length: 1:23
Summary: Difficult economic times means more people are facing homelessness and fewer are donating to help. A call to action went out to anyone who could contribute or volunteer to help a homeless shelter in Battle Creek that allows moms, dads, and kids to stay together. Specific items requested included food, personal care supplies, paper products and office supplies.

2. Program: 24 Hour News 8 at 5pm
Date Aired: August 13
Length: 1:26
Summary: Today, firefighters from around the Grand Rapids area participated in the annual MDA Fill the Boot campaign. For over 50 years, firefighters have stood at intersections and collected money to fight Muscular Dystrophy.
3. Program: 24 Hour News 8 at Noon
Date Aired: August 15
Length: 1:35
Summary: In the Image is providing thousands of elementary students with a new pair of shoes to start school this fall. The non-profit organization will be distributing shoes to over 2,000 low-income families from the Grand Rapids Public School system.
4. Program: 24 Hour News 8 at 6:00pm
Date Aired: August 27
Length: 1:20
Summary: With Hurricane Gustav getting ready to hit the coast, volunteers from the Greater Grand Rapids American Red Cross are making their way to help. In all, dozens of volunteers brought supplies and assistance to those in need in a variety of communities throughout the hurricane season. A call went out for more volunteers to go through training and for much needed financial contributions.
5. Program: 24 Hour News 8 at 6:00pm
Date Aired: September 22
Length: 1:00
Summary: Kalamazoo County officials held two meetings to help prevent drug abuse in the community. The two sessions focus on access to drugs and alcohol, prevention and treatment services and enforcement of current policies. The community is asked to help in all of these areas.